

Big 50 at *Visi*

The 50th issue of *Visi*, on sale nationwide from 18 August 2010, has not only been die-cut to create a house-shaped publication but also features two different miniature handmade houses (one in Afrikaans and one in English covers respectively).



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The issue highlights South African and international interior, architectural and furniture designs, as well as trends fit for the most discerning design lover. The latter include a special pullout section featuring a collection of the team's top 50 'definitive designs' from 1998, the year the magazine started.

These range from the Guggenheim Museum to the Apple iPad and Hella Jongerius's Polder Sofa to YouTube.

Design show

To coincide with the commemorative issue, the magazine is hosting the *Visi* Top 50 Design exhibition, in association with Absolut Vodka, at the iArt Gallery in Cape Town from 18-23 August 2010.

Editorial director, Sumien Brink says, "We have always stood by solid design principles, only showcasing the best in local and international design, highlighting the careers of those who imagine and create beautiful things."

Waste goes to booklet

Mindful that the magazine's unusual house-shaped design also meant that its top corners would potentially go to waste, the editorial team decided to utilise the cut-offs and designed a flip-through booklet that shows a Lego house growing from its basic green baseboard into a colourful, double-storey model home. In total 23 000 flip-through promotional animation booklets will be distributed.

The magazine's features writer Alma Viviers and art director Etienne Hanekom designed and built the four model houses for the cover of the issue. Inspired by the house-shaped trim of the magazine and using balsa, mini-bricks, Lego and decorated with wallpaper, paint and miniature designer furniture, the models were created. All four houses will be on display at the *Visi* Top 50 Designs exhibition as well as online giving readers the opportunity to vote for their favourite creation. Go to www.visi.co.za for more information.

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